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LISTING OF THE CLAIMS

Please consider the claims as follows:

1-60. (Cancelled)

61. (Previously presented) A system, comprising:

a switching engine for receiving a plurality of group assignment rules and a switching plan and for switching at least one program channel to at least one feeder channel according to the switching plan, the feeder channel being an ancillary channel for providing a plurality of advertisements based on a group assignment in the group assignment rules;

a group assignment rules processor engine for managing the group assignment rules by allowing a viewer to review the group assignment rules and by processing any input from the viewer to modify or override of any of the group assignment rules; and

a data collection engine for collecting information including advertisements watched data and any changes to the group assignment rules for use in future advertising targeting.

62. (Previously presented) The system of claim 61, further comprising:

a memory for storing the group assignment rules and the advertisements;

63. (Previously presented) The system of claim 61, wherein the data collection engine includes an automatic data collection module and a manual data collection module.

64. (Previously presented) A method, comprising:

receiving a plurality of group assignment rules and a switching plan;

switching at least one program channel to at least one feeder channel according to the switching plan, the feeder channel being an ancillary channel for providing a plurality of advertisements based on a group assignment in the group assignment rules;

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managing the group assignment rules by allowing a viewer to review the group assignment rules and by processing any input from the viewer to modify or override any of the group assignment rules; and

collecting information including advertisements watched data and any changes to the group assignment rules for use in future advertising targeting.

65. (Previously presented) The method of claim 63, further comprising:
storing the group assignment rules and the advertisements.